

**University of Nebraska  
Undergraduate Course Equivalencies**

**Marketing**

| UNK       |                                |         | UNL       |                      |         | UNO       |                                      |         |
|-----------|--------------------------------|---------|-----------|----------------------|---------|-----------|--------------------------------------|---------|
| Course(s) |                                | Credits | Course(s) |                      | Credits | Course(s) |                                      | Credits |
| BMKT300   | PRIN OF MARKETING              | 3       | MRKT341   | MARKETING            | 3       | MKT 3310  | PRIN OF MARKETING                    | 3       |
| BMKT435   | MKTG RESEARCH                  | 3       | MRKT345   | MARKET RESEARCH      | 3       | MKT 4340  | MARKETING RESEARCH                   | 3       |
| BMKT433   | MARKETING CHANNELS MGMT        | 3       | MRKT346   | MRKTNG CHANNELS MGT  | 3       | MKT 3340  | CHANNELS OF DISTRIBUTION             | 3       |
| BMKT440   | ADVERTISING MGT                | 3       | MRKT347   | MRKTNG COMM STRATEGY | 3       | MKT 3360  | ADVERTISING                          | 3       |
| BMKT420   | RETAIL MANAGEMENT              | 3       | MRKT425   | RETAILING MANAGEMENT | 3       |           |                                      |         |
| BMKT457   | E-MARKETING                    | 3       | MRKT441   | MRKTNG & E-COMMERCE  | 3       | MKT 4360  | MARKETING IN A HIGH TECH ENVIRONMENT | 3       |
| BMKT456   | MARKETING MGT                  | 3       | MRKT442   | MARKETING MANAGEMENT | 3       | MKT 4300  | MARKETING MANAGEMENT                 | 3       |
| BMKT438   | CONSUMER BEHAVIOR              | 3       | MRKT443   | CONSUMER BEHAVIOR    | 3       | MKT 3320  | CONSUMER BEHAVIOR                    | 3       |
| BMKT430   | INTL MARKETING                 | 3       | MRKT453   | INTERNATL MARKETING  | 3       | MKT 3380  | INTERNATIONAL MARKETING              | 3       |
| BMKT437   | SALES MANAGEMENT               | 3       | MRKT458   | SALES MANAGEMENT     | 3       | MKT 4320  | SALES MANAGEMENT                     | 3       |
| BMKT331   | PRIN OF SELLING                | 3       |           |                      |         | MKT 3100  | PROFESSIONAL SALESMANSHIP            | 3       |
| BMKT434   | BUSINESS-TO-BUSINESS MARKETING | 3       |           |                      |         | MKT 3610  | BUSINESS TO BUSINESS MARKETING       | 3       |

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|------------------|------------|----------------|------------------|------------|----------------|------------------|------------|----------------|
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